

Central Hollywood Coalition
A Non-Profit Corporation
1680 Vine Street, Suite 216 – Hollywood, CA. 90028
MINUTES
November 9, 2010, 4 p.m. - 6 p.m.
Board of Directors Meeting
AMPAS – 1313 Vine St., Los Angeles, CA. 90028

Officers and Directors Present

Ryan Harter, President, CIM Group
Lillian Kuo, Vice President, Broadreach Capital
Duke Gallagher, Treasurer, The Production Group
Fabio Conti, The Fabiolus Café
Brian Folb, Paramount Contractors
Kitty Gordillo, Hollywood Wilshire YMCA
Father Michael Mandala, Blessed Sacrament Church
Michael Pogorzelski, Academy of Motion Picture Arts and Sciences
Roxanna Sassanian, Sunset Gower/Sunset Bronson Studios

Absent

Carol Massie, Secretary, McDonald's Restaurants
Craig Donahue, The Donahue Group
Charles Eberly, The Eberly Company
Richard Falzone, Off Vine Restaurant
Patrick Olmstead, Los Angeles Film School
Fred Rosenthal, Ametron
Patrick Russell, The Robert Green Company
Dirk Degraeve, President Emeritus, Paramount Contractors

Consultants

Kerry Morrison, Hollywood Property Owners Alliance
Sarah MacPherson, Hollywood Property Owners Alliance
Joseph Mariani Jr., Hollywood Property Owners Alliance
Devin Strecker, Hollywood Property Owners Alliance

Guests

None

1. Call to Order

The meeting was called to order by Board President Ryan Harter at 4:15 p.m.

2. Public Comment

None.

3. Approval of Board Minutes

It was moved by Lillian Kuo, seconded by Kitty Gordillo and CARRIED to approve the minutes from the board's October 12, 2010 meeting. Unanimously approved.

4. Treasurer's Report

A. Review/Approve Treasurer's Report: Duke Gallagher reviewed the financials with the board. Gallagher informed the board that \$100,000 had been moved into a checking account at Chase bank.

It was moved by Kitty Gordillo, seconded by Roxanna Sassanian and CARRIED to approve the Treasurer's Report from October 31, 2010. Unanimously approved.

B. Review Planning Report and Budget for New Year: Gallagher presented to the board the proposed budget for 2011. He mentioned that there were still a few expenditures that would need to be added in that may slightly decrease the rollover from the 2010 budget. There has also been a 1.5% CPI increase built in for the Maintenance contract, as a CPI increase had been written into the BIDs contract with Clean Street. The draft Planning Report, required by the city, which provides a text narrative to accompany the budget, was also included in the meeting packet.

It was moved by Mike Mandala, seconded by Brian Folb and CARRIED to approve the 2011 Planning Report and Budget. Unanimously approved.

5. Committee and Program Reports

A. Streetscape Committee

1. Sunset Blvd. Urban Design Guidelines: On December 2nd the CRA will host a meeting at the Egyptian Theatre to review the red-line versions of the plan. Michael Pogorzelski encouraged any board members who are able to be sure and attend the meeting. It was also noted that both the Hollywood and Sunset guidelines would be reviewed during the meeting.

2. Walk of Fame Repair and Tree Replacement: Sarah MacPherson reported that the repair plan is moving forward. The total costs for the repairs along the east side of Vine Street will be approximately \$680,000. That being said, the board has been asked to help purchase the replacement trees (Mexican Fan Palms and Jacarandas) for the east side. The cost of purchasing the trees is estimated at around \$11,000.

It was moved by Michael Pogorzelski, seconded by Lillian Kuo and CARRIED to allocate an amount not to exceed \$11,500 towards the purchasing of new trees for the Vine Street Walk of Fame Repair Project. Unanimously approved.

3. Progress on Chase Bank Activation: Fabio Conti and Duke Gallagher met with the manager of Chase, Rick Garcia to discuss the idea of activating the plaza. Garcia seemed open to the plan, but said there were still additional discussions to be held with internal management, particularly to address risk management concerns.

4. Field Trip to Wilshire Center: Pogorzelski invited the board to join in on the Committee's November 14 field trip to the Wilshire Center BID where they will be observing various streetscape elements, to see if they can obtain some ideas for the Sunset and Vine BID.

B. Security Committee

1. General Update: Morrison reported that this month's meeting has been deferred due to the Veteran's Day holiday. Morrison also informed the committee that there has been a recent uptick in fire code enforcement among nightclubs in the Hollywood Entertainment District area. Captain Girmala and a representative from the LAFD are scheduled to speak with the HPOA board later in November to report on what exactly has been occurring.

C. Marketing Committee

1. Parking Issues Update: Devin Strecker reported that during the committee's last meeting CRA representatives presented the city's mobility study. Morrison said that currently the City is still considering the idea of leasing its public parking structures to a private vendor. If this does go through, expected parking rates in Hollywood would increase (the Arclight structure is one of the nine in the city included in the package). Morrison has accompanied Chamber representatives to meet with the Council Office and the CAO's office to discuss the issue, but it appears that the City has already made up its mind. The city is attempting to fill a budget hole in the current fiscal year budget with proceeds from the lease.

2. Cirque de Soleil Restaurant Partnership Program: Strecker said that a meeting has been set up with the head of marketing from Cirque de Soleil and some of the restaurant owners/operators here in Hollywood. The purpose of the meeting is for the two parties to exchange promotional ideas. The meeting is scheduled for November 30.

D. Progress Report from BID Renewal Steering Committee

1. Report from BID Renewal Steering Committee: Morrison and Joe Mariani reported on the activities that took place during the committee's last meeting (11/9/2010). Mariani informed the board that the assessment formula is "getting closer" but that the committee still has some work to do. Morrison said she was confident that the staff would still be able to hand in the MDP to the City for review sometime during November.

E. Nominating Committee

1. Report from Nominating Committee: Kitty Gordillo reported that she and Gallagher interviewed two potential new candidates for the board. The committee did not receive enough applications to fill all the open board seats, but will be reaching out to potential candidates in the BID.

7. New Business

A. United Way Homewalk: Morrison invited the board to attend the third annual Homewalk. The event will take place on Saturday, November, 13.

B. Task Force To End Homelessness: The United Way/Los Angeles Chamber's Business Leaders Task Force to End Homelessness has just released their plan to end

homelessness in Los Angeles. Both Morrison and Bill Farrar served as members of the task force.

8. Old Business

None

9. Report from Kerry Morrison

None

10. Next Meeting

The next meeting was scheduled for Tuesday, December 14, 2010 at 4 p.m. at AMPAS (1313 Vine Street, Los Angeles, CA. 90028).

11. Adjournment

There being no further business the meeting was adjourned by Board President Ryan Harter at 5:48 p.m.